

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

The Bonnewitz Wholesale Gardens

WEEKLY CHATS AND SPECIALS

Number Twelve-Season 1927 Van Wert, Ohio, Oct. 8, 1927.



BUSINESS SUCCESS

"To each pound of your invested capital, add several ounces of good bookkeeping, a generous quantity of service, a goodly portion of advertising, and a great big dash of enthusiasm. THEN STIR."

That's a fine receipt, but I am sure Mr. Bonnewitz would add--"For an appetizing flavor of profit, add a big heaping spoonful of "cash discounts." How quickly these small items of three, two, or even one per cent mount up, when constantly taken on every available purchase. For example, the following figures represent the additional profit gained by the Bonnewitz Company, our local Department Store, by taking the cash discount at every opportunity: 1924--\$5,441.03; 1925--\$6,220.44; 1926--\$7,908.11. Not a bad item of profit, and all because The Bonnewitz Company is adhering to the policy established by Mr. Bonnewitz, of taking cash discounts at every available opportunity. When our wholesale business gets on an established basis--(We are still pioneering), we will have a series of cash discounts to offer to the trade which will give purchasers a nice item of profit. I cannot give the exact figures now, but I do know the plan is under consideration, and we will be able to make a definite announcement of our discount policy in the near future.

And in considering business success, it seems to me that another axiom which particularly applies to our line is "Avoid duplication of effort." I believe that every Iris and Peony grower in the United States will agree with me that at least thirty per cent of every mailing list represents a group of flower fans that is on every other list, and this particular group is receiving all the Catalogs, special advertising and lists issued, and the only way any grower can interest this particular group is through "price appeal". We all have good stock, grow and deliver good roots, and we all know the value and meaning of service in all its details. To broaden our field and reach the big majority of people who do not yet know that the "old fashioned flag and the old fashioned piney" have been improved, is our task. We are not making much headway in appealing to the same group of flower fans. To reach and educate the big majority not yet acquainted with the better Peonies and Irises demands a big National advertising program, which seems almost prohibitive. How best can we co-operate to popularize our two favorite flowers?

(Over)

The answer would depend upon one's viewpoint. If we are satisfied to have Peonies and Irises remain a specialist's flower, and depend upon the hobbyist for our outlet, a group of specialists can get together and map out an advertising campaign, which will give them a slightly wider field, and the expense will naturally have to be absorbed in the price of the roots, which will result in maintaining a high price with no greater return of profit.

I may have the wrong conception of our field of service, but I do believe that a high priced product can never be a popular one. From this view point, I believe we, as growers, can best cooperate by concentrating on the propagation of good Peonies and Irises in quantity, and supplying them to established sales organizations, so that they can handle them at a profit and still list them at popular prices, and thus give the average American family an opportunity to enjoy the beauty of our favorite flowers. There will always be room for the advanced specialist who wishes to cater to the Peony and Iris enthusiast, but the big increase in our field must come from another source.

Mr. Bonnewitz has a vision of cooperating with the Nursery and Seed Trade to popularize Irises and Peonies, depending on their efficient sales organizations for the advertising service, and having them, in turn, depend on us, as growers, for the supply of salable stock of good Peonies and Irises at prices which will give them a profit for their sales service. There are ten or more firms in the United States, each issuing over a million seed and nursery Catalogs every year. A few of them list Irises and Peonies, but when we realize that most of the varieties they are now featuring, are varieties which we, as growers and specialists have discarded, and which would have little or no sales value if the newer Irises and Peonies were known, we certainly can visualize this opportunity to quickly place our product before the public, if we can gain the respect, confidence, and the cooperation of these firms with their highly perfected National sales organizations.

The question naturally comes up, "Can we grow and deliver roots of good Peonies and Irises for such trade at a profit?" Experience answers, -"EMPHATICALLY YES." If by growing Peonies in quantity, we can deliver Festiva Maxima at less than 25¢ each (as many firms do), or Felix Crousse at less than 40¢, (our neighbor has just sold 1000 at 35¢), and still realize a profit, surely when the quantity of Solange, Richard Carvel, Le Cygne, Tourangelle, Ambassadeur, Prospero, Germaine Perthuis, Souv. de Madame Gaudichau, and others permits a lower price, (and they can be grown just as cheaply as any Peony or any Iris) the increased demand will give every grower a good profit on the stock he is able to deliver.

I know we have been criticised for encouraging the small grower to enter into what seems a crowded commercial field, but I believe the plan to encourage him and assist him in every way is logically sound. Each individual has a local trade which he can reach easier and cheaper than any organization. In fact, Mr. Bonnewitz and I place such a high value upon this asset of the local grower, who does not have the necessary time and space to carry on the commercial game on a large scale,

and help him to put out a small exhibition planting where he can feature our favorite flowers, and take orders from his visitors, and depend upon our stock to meet his demands. Such stock will be sold at wholesale prices which will allow the local man a good profit for his sales effort. We will be glad to take up the plan in more detail with anyone interested.

With these two outlets, the big organizations of the Nursery and Seed firms. and the local gardener with his exhibition planting, we feel we can move quantity production of the better Peonies and Irises, at even a greater profit than we are now making by featuring our product through expensive advertising to a limited field. We invite the cooperation of every other grower in the United States, who can see merit in our plan. Your comments, suggestions, or criticism will indeed be appreciated.

Guess I will have to avoid these general topics, for they do take up time and space, but my brain is so full of the big plans ahead that I just have to splash over now and then.

Here is what I really started out to say. We have completed such an extensive Iris planting schedule, to absorb the Campbell stock from Detroit, and to increase our holdings of the better Irises for future sales, that a major portion of our available planting space for this year is already taken and we now find that we have no space for a large planting of Peonies which must be moved. If some system could be worked out to grow Peonies in tiers like mushrooms are grown, or if we could widen the distance between our line fences without a big outlay of cash, it would not be necessary to sacrifice this stock. But Peonies require sun, and the neighboring farmers require cash, so it is necessary for us to list this particular group of Peonies at prices which will move them.

The varieties are listed on a separate sheet for your convenience in ordering. The stock is offered for immediate delivery, and all shipments will be made by express, transportation charges collect, unless otherwise instructed. If parcel post delivery is desired the actual cost of postage and insurance will be added to the invoice.

No orders will be accepted for less than five divisions of any one variety. You may order more than five if you wish, but not less than five. The same price will apply to any quantity

Each division will be the established wholesale size, at least three eyes with a good root system.

Terms, thirty days net from date of shipment. Two per cent (2) discount for cash with order.

Lee A. Shimer
Sales Manager
BONNEWITZ WHOLESALE GARDENS

(Note Postscript on Opposite Side)

P. S.

There is still time to put out a planting of Iris, Mother of Pearl for next year's sales. We can make immediate delivery of good planting size roots at the following special prices:

25 roots at 20 ¢ each
50 roots at 18 ¢ each
100 roots at 17½¢ each
500 roots at 15 ¢ each
1000 roots at 13½¢ each

We stand back of this planting stock and will replace with spring shipments all roots which do not winter successfully. Here is an exceptional opportunity to purchase guaranteed stock of this "Nationally advertised Iris" for sales as a special fifty cent retail item next year.

We may not issue a bulletin next week as I am striving to clear my desk so I can attend the convention of the Direct Mail Advertising Association in Chicago, October 19th, 20th and 21st. We want to keep our advertising up-to-the-minute and "Ye Editor" of these Chats feels a few days of modern advertising lectures will not be amiss to make future issues more readable. I will be glad to meet any Nurserymen, Seedmen, or Catalog publishers attending this convention.

The Bonnewitz Wholesale Gardens
Van Wert, Ohio

Please enter my order for the Peonies noted below, making immediate delivery by
(express--parcel post). My remittance of \$----- accompanies this order, which
I understand will be promptly returned if stock is sold when this order arrives.

Signature and Shipping address

(No order accepted for less than five of any variety)

Quantity	Variety	Price Each	Amount
-----	-----	-----	-----
-----	Agnes Mary Kelway-----	\$0.20-----	-----
-----	Baroness Schroeder-----	.75-----	-----
-----	Beauty's Mask-----	.55-----	-----
-----	Bunch of Perfume-----	.35-----	-----
-----	Charles Verdier-----	.20-----	-----
-----	Dorchester-----	.35-----	-----
-----	Dr. H. Barnsby-----	.90-----	-----
-----	Elwood Pleas-----	1.50-----	-----
-----	Eugene Verdier-----	.80-----	-----
-----	Exquisite-----	1.50-----	-----
-----	Floral Treasure-----	.25-----	-----
-----	Francois Ortegat-----	.25-----	-----
-----	Georgiana Shaylor-----	2.50-----	-----
-----	Ginette-----	1.00-----	-----
-----	Henri Demay-----	.20-----	-----
-----	John Richardson-----	.90-----	-----
-----	Lady Alexandra Duff-----	1.75-----	-----
-----	Le Cygne-----	6.50-----	-----
-----	Longfellow-----	2.00-----	-----
-----	Mary Brand-----	1.25-----	-----
-----	Madame Crousse-----	.20-----	-----
-----	Madame de Verneville-----	.35-----	-----
-----	Marie Crousse-----	.90-----	-----
-----	Melenie Henry-----	.20-----	-----
-----	M. Jules Elie-----	.85-----	-----
-----	Midsummer Night's Dream-----	1.25-----	-----
-----	Opal-----	1.00-----	-----
-----	Raoul Dessert-----	4.00-----	-----

(No order accepted for less than five of any variety)

Quantity	Variety	Price Each	Amount
-----	Solange-----	\$2.25-----	
-----	Therese-----	2.00-----	
-----	The Bride-----	.30-----	
-----	Tourangelle-----	1.90-----	
-----	Tri. de L'Exp. de Lille-----	.25-----	
-----	Walter Faxon-----	2.50-----	

(Singles and Japs.)			
-----	Camille (Single)-----	\$0.30-----	
-----	Carnot (Single)-----	.30-----	
-----	Ho Gioku (Jap)-----	.50-----	
-----	Kameno Kerogama (Jap)-----	1.75-----	
-----	Kumagoe (Jap)-----	.35-----	
-----	Lucienne (Single)-----	.55-----	
-----	Marguerite Dessert (Single)-----	2.25-----	
-----	Minerve (Single)-----	.35-----	
-----	Mistral (Single)-----	.30-----	
-----	Othello (Dessert) (Single)-----	.45-----	
-----	O Fugi (Jap)-----	.60-----	
-----	Oshio Kun (Jap)-----	.35-----	
-----	Princesse Mathilde (Single)-----	.60-----	
-----	Rare Brocade (Jap)-----	.60-----	
-----	Tago No Tsuki (Jap)-----	.60-----	
-----	Some Ganoko (Jap)-----	3.00-----	
-----	Tokio (Jap)-----	4.00-----	
-----	Torpilleur (Jap)-----	1.90-----	
-----	Venise (Single)-----	.65-----	
-----	Vesuve (Single)-----	.80-----	

"FALL SPECIAL ON MOTHER OF PEARL"

"The Nationally Advertised Iris."

-----Mother of Pearl (Planting Stock)-\$-----